



**SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA  
ADVISORY BOARD**

**MINUTES**

**THURSDAY, January 25, 2018**

**1. CALL TO ORDER AND ROLL CALL: 10:34 AM**

**ROLL CALL**

**Members Present**

- Donna Renteria, Best Western Garden Inn
- Keith Roberts, City of Santa Rosa
- Todd Anderson, Best Western PLUS Wine Country Inn & Suites
- Tony Bucklen, Hilton Sonoma Wine County

**Staff Present**

- Brad Calkins, Visit Santa Rosa Executive Director
- Charlene Lennon, Visit Santa Rosa Director of Sales
- Chris Vomvolakis, Visit Santa Rosa Director of Marketing
- Tanya Rainey, Visit Santa Rosa Assistant

**2. PUBLIC APPEARANCES / PUBLIC COMMENTS: None**

**3. APPROVAL OF MINUTES:**

**3.1 November 16, 2017** – No changes. Motion to approve by Todd Anderson, seconded by Donna Renteria, motion carries 3-0; Keith Roberts abstain due to not being at prior meeting.

**4. APPROVAL OF BOARD MEMBERS:**

**4.1 Appointment of New Board Members** – Request for Peter Rumble to be added to SRTBIA Board which will need to go through City Council before next board meeting.

**4.2 Budget Update** – Lost 25% of revenues. Visit Santa Rosa will end up using reserves for 2017 and reserves for 2018. Will be reducing SRTBIA budget from \$100,000 to \$75,000; \$35,000 City of Santa Rosa and \$35,000 Visit Santa Rosa.

**5. EVENT SUPPORT APPLICATIONS**

**5.1 Sonoma County Fire Relief Beer Event, brought to you by Battle of the Brews:**

Event support: Motion made by Tony Bucklen to approve \$5,000 for marketing outside the area, seconded by Donna Renteria, motion passes 3-0; Keith Roberts abstained due to being involved with event.

## **5.2 CA Artisan Cheese Festival**

Event support: Motion made by Tony Bucklen to approve \$8,000 for marketing outside the area and acknowledges that cannot commit to future contracts, seconded by Todd Anderson, motion passes 4-0

## **5.3 Epic Soccer Cup**

Event support: Motion made by Todd Anderson to table until further discussion was made regarding confirmation of dates, seconded by Tony Bucklen, motion to table passes 4-0.

## **5.4 Snoopy's Senior World Hockey**

Event support: Motion made by Todd Anderson to approve \$7,500 for marketing outside the area or expenses in City of Santa Rosa only, seconded by Todd Anderson, motion passes 4-0.

## **5.5 Sonoma County Pride**

Event support: Motion made by Todd Anderson to approve \$2,500 for marketing outside the area, seconded by Todd Anderson, motion passes 4-0.

## **5.6 Country Summer**

Event support: Motion made by Todd Anderson to approve \$10,000 for marketing outside the area, seconded by Donna Renteria, motion passes 3-0; Keith Roberts abstain due to being involved with event.

# **6. ADJOURN: 11:32AM**

## **6.1 Rescheduling of March 22<sup>nd</sup> Meeting**

March 22<sup>nd</sup> meeting will be moved to March 15<sup>th</sup> assuming that the Visit Santa Rosa meeting will move as well.